



Business transformation

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The new business tools of tomorrow

by Philippe Mounier

To succeed in a world in full transformation and movement, the best strategy is to have the right game at the right time. Adjust or be pushed aside, that is now the alternative! In this new book, Philippe Mounier gives all the keys to understanding this new world and evolving successfully in it.

In his new book, Philippe Mounier highlights ~~that~~ new technologies and AI as ~~are the~~ keys to the company of the future through new strategies, new sectors of the future, new ways of working, manufacturing, selling, undertaking...

A true hymn to everything that East new, the work is thus organized into three main parts:

- new economies and new entrepreneurs (companies of the future, new creators or entrepreneurs, new ways of innovating, etc.);
- know the needs and offers of tomorrow (a fantastic panorama of the 35 sectors of activity of the future, etc.);
- new ways of doing things (working, manufacturing, ~~as a service, and do service, sell,~~ marketing, entrepreneurship...).

Over the course of some 350 pages, Philippe Mounier demonstrates that, if successfully implementing the "technological triad" (AI, robotics and digital) is the main challenge, he also explains why nothing can be done without the alliance of humans (teams, managers, leaders, etc.) - what he calls "Vital Human Asset" - which constitutes the only key capable of opening all doors.

For any questions, receive the book in PDF or printed form, communicate with an author:

AFNOR Éditions press contact: Olivier Cots - +33 1 46 05 82 59 - +33 6 85 41 48 32 - ocots@aricom.fr

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In addition to numerous examples, this book also offers **many** diagrams, tables and “red alerts” are all essential tools for working quickly and better!

A captivating book! A veritable mine of information for anyone wishing to understand the current economic environment, its developments and new challenges.

The author

Graduate in general program of *management* (emlyon business school, class of 2010) and IAE Lyon (*management* strategic VSE-SME, short continuing training in 2008), Philippe Mounier published *The New Economic Matrix of the company*, Book I, *How to properly design, realize and deploy your economic model*, Book II, *How to create your own marketing-sales business model*, Edilivre, 2016 and 2018.

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